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January 1, 1927

Mid-Winter List of Flower Seed Specialties

The florist who does not plant and plan for a record business during 1927, it is unnecessary to say, will not have it.

The outlook was never better. Though the price we receive for our product is of a more stable nature than it was a few years back, there is plenty of business for all of us with **CHOICE STOCK**.

Our flower seed business is confined to choice specialties that we have originated or are thoroughly familiar with as growers. Our business is exclusively with the discriminating florist and our stock consists of

"all the best and nothing else"

DISCOUNTS—Orders of \$5.00 or more, when accompanied with cash, are subject to a discount of 5%.

SERVICE—We believe that every worth-while business is built on service and that it depends on the prosperity, as well as good will, of its customers.

We have had practical experience as market growers in all the lines we are interested in and are glad to be of service to you in every way possible.

Ball Gardens: West Chicago, Ill.

GEO. J. BALL

Address:
Glen Ellyn, Ill.

LATE, OR SUMMER-FLOWERING SWEET PEAS

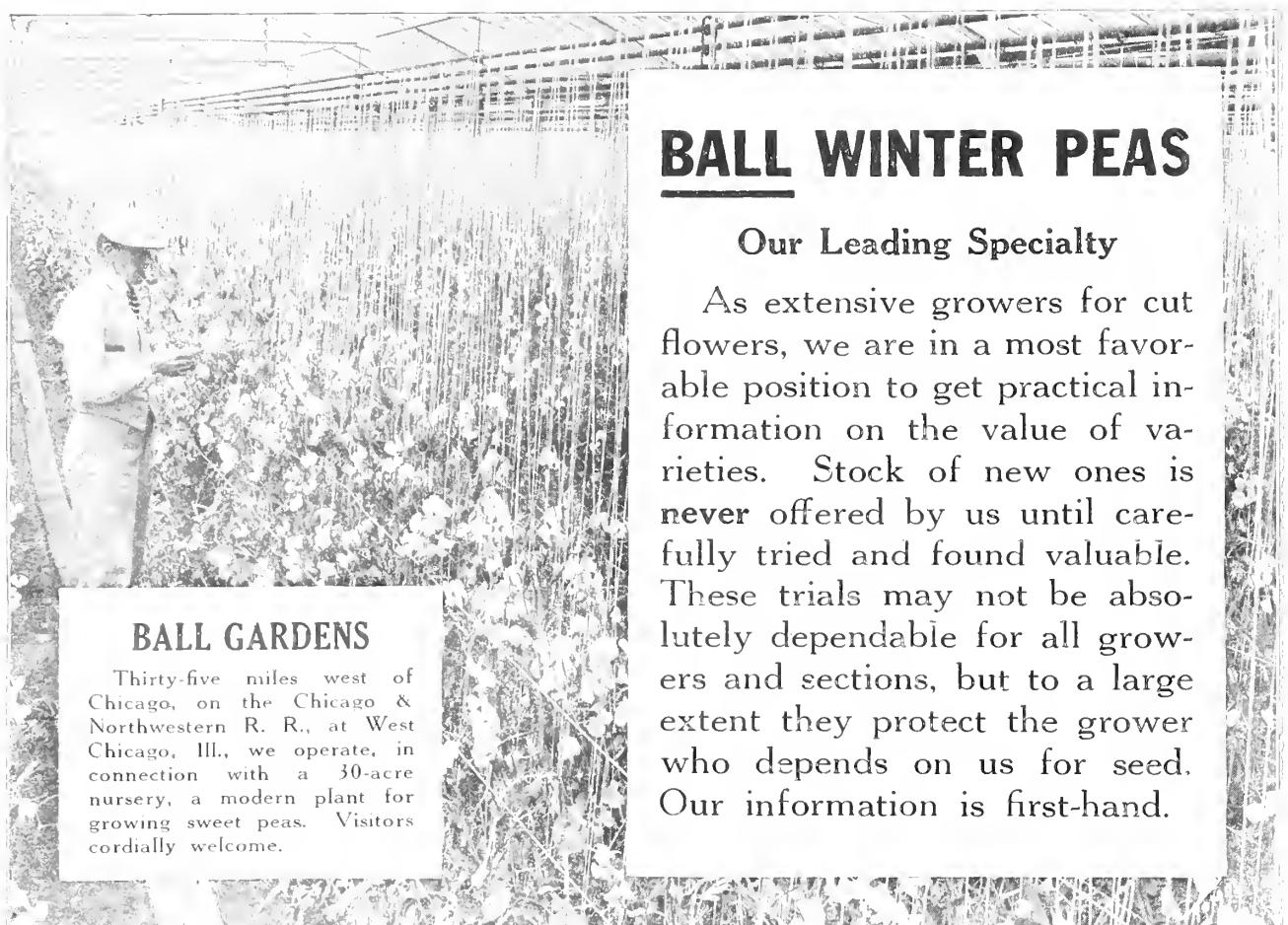
For flowering during late May and June under glass or June and July outdoors, this type has no competition from the Early or Winter stock.

Throughout June, good peas are as valuable as they are in January and are produced at a fraction of the cost. The use of these peas as pot plants for retail sales will be found highly satisfactory to your customers and profitable to yourself because of the comparatively small cost of producing them.

We have been market growers of these peas for the past fifteen years and issue a leaflet fully describing our method of handling them, which we gladly mail to anyone interested.

PINK	PRICES			LAVENDER	PRICES		
	1 Oz.	4 Oz.	1 Lb.		1 Oz.	4 Oz.	1 Lb.
Hebe. Extra large rose pink.....	\$0.25	\$0.80	\$2.50	Powerscourt. Best large lavender.....	\$0.25	\$0.80	\$2.50
Hercules. Standard rose pink.....	.25	.80	2.50	Austin Frederick. Large dark lavender.25	.80	2.50
Elfrieda Pearson. Fine shell pink.....	.25	.80	2.50	Orchid. Fine rosy lavender.....	.20	.75	2.00
Hawlmank Pink. Deep bright pink....	.25	.80	2.50				
Margaret Atlee. Large cream pink....	.20	.75	2.25				
Miss California. Fine salmon pink....	.30	.90	3.00				
Youth. Light picotee pink.....	.25	.80	2.50				
Mrs. Cuthbertson. Pink and white....	.20	.75	2.25				
WHITE							
Constance Hinton. Best black-seeded white.....	.25	.80	2.50	Mrs. Tom Jones. Standard blue.....	.25	.80	2.50
Edna May, Improved. Best white-seeded white25	.80	2.50	Blue Bird. Rich dark blue.....	.30	.90	2.75
Snow Ball (new). Extra large and fine white-seeded white. Trade pkt., 50c.				Royal Scot. Orange scarlet, sunproof..	.25	.80	2.50
				Campfire. Bright scarlet, sunproof....	.35	.90	3.00
				Crimson King. Rich deep crimson....	.25	.80	2.50
				Royal Purple. As named.....	.25	.80	2.50
				Warrior. Deep bronze maroon.....	.25	.80	2.50
				Com. Godsell. Deep violet blue.....	.25	.80	2.50
				Superb Mixture. "All the best" mixed.	.20	.65	2.00

Miss California, Campfire and Blue Bird are especially valuable new varieties. Our superb mixture is a carefully blended combination of nothing but the best commercial colors.



BALL GARDENS

Thirty-five miles west of Chicago, on the Chicago & Northwestern R. R., at West Chicago, Ill., we operate, in connection with a 30-acre nursery, a modern plant for growing sweet peas. Visitors cordially welcome.

BALL WINTER PEAS

Our Leading Specialty

As extensive growers for cut flowers, we are in a most favorable position to get practical information on the value of varieties. Stock of new ones is never offered by us until carefully tried and found valuable. These trials may not be absolutely dependable for all growers and sections, but to a large extent they protect the grower who depends on us for seed. Our information is first-hand.

EARLY, OR WINTER-FLOWERING SWEET PEAS

If sown as late as February 15, the Early-Flowering peas will get into heavy crop during late April and May; they will not be so long-stemmed as the earlier sowing, but will produce heavily and will not grow over 4 or 5 feet high.

	1 Oz.	4 Oz.	1 Lb.
Columbia. Standard pink and white....	\$0.50	\$1.75	\$5.50
Zvolanek Rose. Popular dark rose.....	.50	1.75	6.50
Rose Queen. Finest long-stemmed rose.	.50	1.75	5.00
Fair Maid. Fine light pink.....	.50	1.75	6.00
Jeanne Mamitsch. Extra long-stemmed rose	1.75	5.00	18.00
Harmony. Largest clear lavender.....	.65	2.00	7.00
Lavender King. Fine clear color.....	.50	1.75	5.50
Blue Bird. Strong long-stemmed blue...	.50	1.75	6.00
True Blue. Clear blue self.....	.50	1.75	5.00
Blue Jacket. Rich dark blue.....	.50	1.75	5.00
Silver Blue. Long-stemmed light blue..	.65	2.00	7.00
Mrs. Harding. The famous Harding blue	.50	1.75	6.00

	1 Oz.	4 Oz.	1 Lb.
Snowstorm. Finish pure white.....	\$0.50	\$1.75	\$6.00
White Star. Black-shaded white.....	.50	1.75	6.00
Burpee Orange. A valuable color.....	.65	2.50	8.00
Mrs. Kerr. Clear salmon.....	.75	2.50	9.00
Eldorado. Fine orange salmon.....	2.00	6.00	20.00
Vulcan. Brilliant scarlet orange.....	.65	2.00	8.00
Grenadier. Rich poppy scarlet.....	.65	2.50	8.00
Flamingo. Orange shaded rose.....	.50	1.75	5.50
Glitters. Fiery orange scarlet.....	.50	1.75	6.00
Gorgeous. Salmon cerise, long stem...	.50	1.75	5.50
Chevalier. Large deep rose, fine.....	.50	1.75	6.00
Glorious. Clear rosy purple.....	.50	1.75	4.50
Yarrawa. Rose and cream.....	.50	1.75	5.00
Harlequin. Light chocolate striped....	.50	1.75	5.00
Early Mixed. Carefully blended mixture	.40	1.50	4.00

OUR NEW PRODUCTIONS BALL ROSE —— BALL'S BLUE



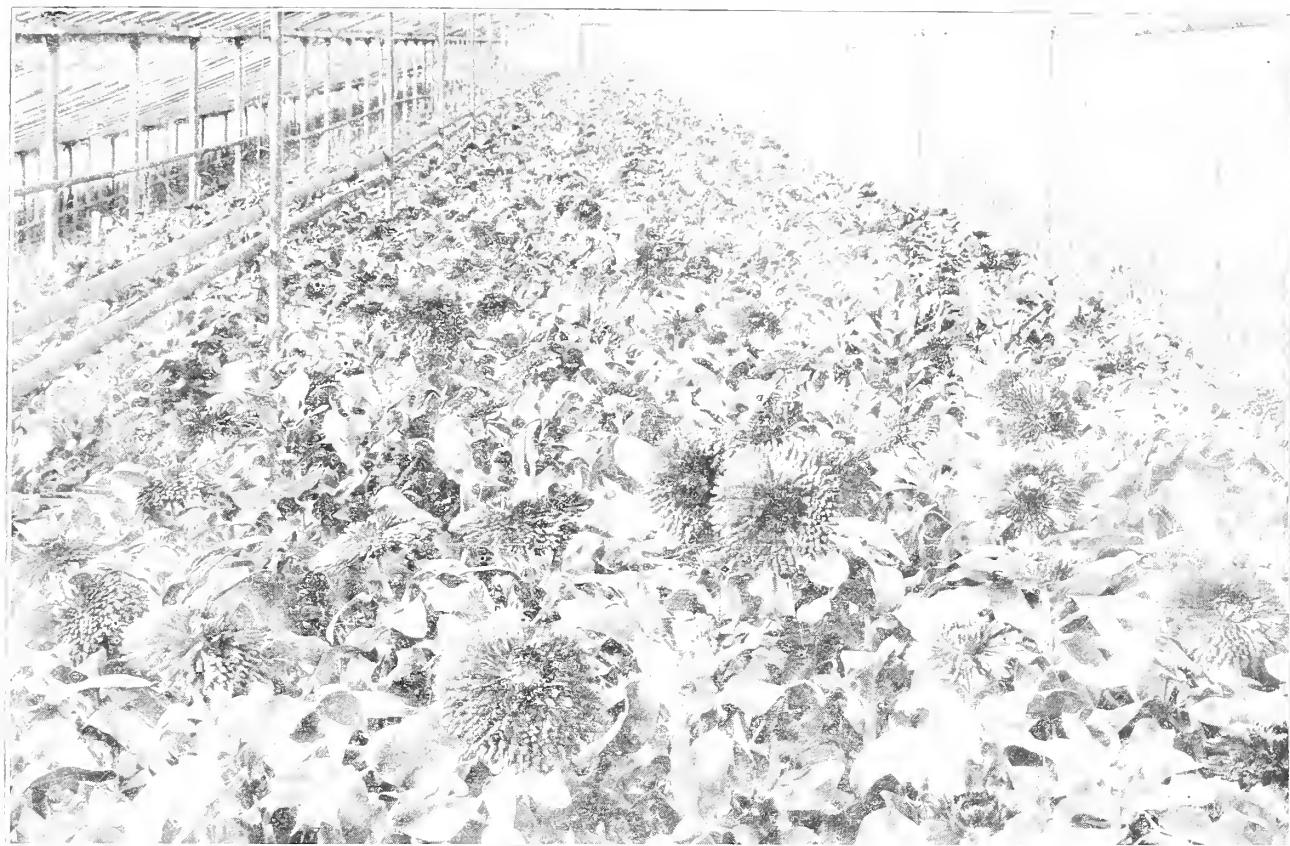
are the finest in their colors. We are booking orders for both varieties for delivery about July 20, 1927, from new crop at the following prices:

1 oz., \$1.25; 4 oz., \$4.50; 1 lb., \$15.00

“BETTER SWEET PEAS”

By Geo. J. Ball, gives detailed information on growing winter-flowering peas. Postpaid for

75c



A BENCH OF BALL'S GOLD CALENDULA AS GROWN BY US AT GLEN ELLYN, ILL.

BALL CALENDULA—STANDARD OF THE WORLD!

In all the varieties of stock we grow, improvement is constantly going on—so gradual as to be scarcely appreciated at times.

The improvement of the Ball Calendula over the old Orange King stock was a notable exception. So great has the improvement been that it has given cut flower growers a decidedly profitable new crop. We wish to call special attention to our New Gold stock. Unfortunately, our first lot of this was somewhat crossed with the other stock in the seed fields and was not true. The stock we have sent out since last August is our true Gold, as shown in the above photo. However, this reverts to the extent of 5 to 10% to the orange color. We believe these few orange rogues are larger and longer-stemmed than our true Improved Orange stock and we are accordingly working toward them.

This season we have a selection of this Gold stock with less than 1% of orange rogues, in addition to being slightly fringed.

We will have a limited amount of this true stock to release about August 1, 1927. We find this new rich deep golden yellow color highly popular in our market, particularly since the ban on foreign bulb stock of that color has been in effect.

Regarding our "Improved Stock" of orange, most growers are finding this better than the original or regular stock, though not quite so long-stemmed as the original. When well grown, it provides all that is required, in addition to being slightly larger flowered.

August 1, 1927, we plan to release a new Ball Calendula as yet not named. The color is known as Cadmium orange—a very rich warm light shade, more pleasing than the regular orange. In addition, it has a black brown center, which forms a most pleasing combination.

Before Winter sets in and with the coming of higher Spring temperatures, this new variety is somewhat inclined to come semi-double. The stems are perfect and we find that it averages about two more flowers per plant than the other kinds. We are sure this has a bright future.

From seed sown during January or February, Calendulas will bloom freely during the Spring months. A sowing early in March will produce fine plants for bedding out.

We issue a folder covering the growing of Calendulas in full detail, which we gladly mail to you on request.

BALL CALENDULA ORANGE. The original long-stemmed stock.

BALL CALENDULA IMPROVED STOCK. Not quite so long-stemmed, but slightly larger flower.

BALL'S GOLD CALENDULA. Deep golden yellow. Extra fine stems and growth.

All the above are priced at: $\frac{1}{4}$ Oz., \$1.00; $\frac{1}{2}$ Oz., \$2.00; 1 Oz., \$3.00.

LEMON QUEEN. We are offering an extra good selection of our own of this variety. The color is a light lemon yellow; quite double and produced on good stems. Priced at: $\frac{1}{4}$ Oz., 25c; $\frac{1}{2}$ Oz., 50c; 1 Oz., \$1.00.

We have repeatedly tried out other kinds such as; Apricot, Meteor and Nankeen and find them of little value for cut flowers.

We are booking orders, subject to crop conditions, for the new light orange at \$1.00 per trade packet.

SCABIOSA

The interest, as well as profit, in our business is greatly stimulated by growing a variety of stock.

Something other than the two or three big staples is required to sustain and stimulate interest.

We know of nothing so easy to grow and that so well supplies something different as the Scabiosa. Our interest in them centers on two varieties.

We find of outstanding value **Azure Fairy**, a rich lavender blue, and **Peach Blossom**, a fine light pink, a novelty of this season.

Azure Fairy is priced at, trade packet, 25c; 1 oz., 50c.

Peach Blossom, trade packet, 50c; 1 oz., \$1.50.

AMERICAN ASTERS

While stem rot adds a factor of uncertainty to Aster growing, we do not recall ever planting a lot that did not prove fairly profitable as outdoor crops go and occasionally, with a favorable season, the Aster will prove highly profitable. If the average returns over a period of years are figured, they can safely be considered a valuable crop.

We formerly sowed seed early and transplanted several times. We believe that is a mistake. We are rarely troubled with any form of disease when the seed is sown outdoors and no transplanting done. Any form of a check naturally gives the disease, if present, a chance.

With one of the large Michigan growers last season, we noted a lot growing on a gravelly piece of upland soil. They were clean and fine. The same grower planted another lot on a piece of deep bottom land and they were a complete failure. A wet season probably influenced this failure.

However, Asters require a well drained soil to which is added plenty of lime and fall plowing. With this preparation and outdoor-grown plants, the Aster grower who sticks to the game will average up very well.

We believe the following varieties will be found first-class:

THE BALL ASTER—Originated and introduced by us. This is a pure white mid-season variety ideally shaped for shipping. When grown with other varieties we find it decidedly more resistant to stem-rot than most of them. Fine for growing under glass. **Trade Pkt.**, 50c; **Oz.**, \$2.50.

QUEEN OF THE MARKET—There are several other extra early types of asters, but this is the standard among the early ones. The types earlier than this are apt to be short-

stemmed. We can supply the following colors: Crimson, lavender, shell pink, rose pink, purple and white. $\frac{1}{4}$ Oz., 35c; $\frac{1}{2}$ Oz., 60c; 1 Oz., \$1.00.

EARLY ROYAL—This type grows about 2 feet high under ordinary conditions and immediately follows Queen of the Market. Our royal strain will be found fully double and well rounded. The following are the choicest market colors: Lavender, purple, rose pink and white. $\frac{1}{4}$ Oz., 40c; $\frac{1}{2}$ Oz., 65c; 1 Oz., \$1.25.

NEW CALIFORNIA GIANTS—We were very favorably impressed by these asters as noted growing in California as well as under our own conditions. No cut flower grower can afford to overlook these wonderfully fine asters. They are of vigorous growth and of the Crego, or Ostrich, type of flower. They are partially non-lateral and the blooming season extends from midseason until cut down by frost. The four best colors are: Peach blossom, light blue, deep rose and dark purple. $\frac{1}{4}$ Oz., \$1.00; $\frac{1}{2}$ Oz., \$2.00; 1 Oz., \$3.00.

AMERICAN BEAUTY TYPE—One of the finest of the very late asters; vigorous growth, 2 to 3 feet, naturally producing extra long-stemmed flowers. Gets in bloom about September 1 and blooms until October 1 unless destroyed by frost. Extra large flowers. **Azure Fairy**, light blue. **American Beauty**, carmine rose. **Lavender**, light gray lavender. **Rose**, bright rose. **Giant white**. These are the five choicest cut flower colors in this class and are priced as follows: $\frac{1}{4}$ Oz., 60c; $\frac{1}{2}$ Oz., \$1.00; 1 Oz., \$1.75.

HEART OF FRANCE—Flowers of medium size; the sensational rich dark red. $\frac{1}{4}$ Oz., 60c; $\frac{1}{2}$ Oz., \$1.00; 1 Oz., \$1.75.

GIANT AMERICAN ZINNIAS

Dahlia-Flowered

For an abundance of showy flowers throughout the summer months—flowers that last no florist, whether he ships to market or retails his output, can afford to be without a good showing of these new Dahlia-flowered Zinnias. In coloring they combine gorgeousness with exquisite beauty. The public is becoming educated to their value, and retailers will find a demand for plants in the spring.

These Zinnias are not an indoor forcing proposition. If sown early under glass they will make little headway until the heat and sunshine of spring are under way. Our first sowing is made March 1, and this stock is used for planting out in empty sweet pea beds, getting into full bloom about May 15. These protected flowers are wonderfully fine.

We make another sowing about April 1, growing in 2-inch pots, using this lot for outdoors. To give the flowers a better finish and to lengthen the stems, we recommend some form of protection from the midsummer sun. Last year we covered them with cheesecloth, but found this too heavy. The stems lengthened, but the flowers suffered in size. A lath frame, liberally spaced, we believe would be about right. We make a final sowing outdoors June 1, and this lot grows along unchecked, making a gorgeous showing late in September.

In keeping with our policy of offering "All the Best and

Nothing Else," we have again cut down our list of varieties, retaining only such as are outstanding in color and come fairly true to color.

ORIOLE. Orange and gold, of outstanding value.

EXQUISITE. Beautiful light rose. Both the above come quite true.

CRIMSON MONARCH. We find this the finest of the reds.

OLD ROSE. As named. Extra size and color. Comes fairly true to color.

GIANT ATTRACTION. Brick red and of great size.

Price of each variety: $\frac{1}{4}$ Oz., 85c; $\frac{1}{2}$ Oz., \$1.60; 1 Oz., \$3.00.

DWARF, OR PUMILA ZINNIAS

Last summer we grew a lot of these indoors and were really surprised at their value as an indoor summer crop—occupying sweet pea beds to good advantage until Calendulas are planted September 1. This type is small, perfectly double and distinctive. They make ideal cut flowers and are equally valuable for bedding out. We found the three best colors to be: **Salmon Rose**, **Clear Ecce**, **Bright Scarlet**. Priced at, **Trade Pkt.**, 25c; 1 Oz., 60c.

GIANT AFRICAN MARIGOLD

For years we have been specializing in African Marigolds for cut flowers and always find them profitable. They keep well, make a real show and are easily grown.

Whether for a market or retail trade, you cannot afford to be without them. We have tried out the best European and American strains and find they all produce some single or semi-double flowers. We remove these as promptly as they show up, for a market will not use them. A retail business can use up the semi-double ones easily.

For indoors, we sow February 1 and grow on in 3-inch pots, planting out about April 1.

We prefer a raised bed. A solid, or ground bed produces a rank heavy growth that is slower in getting into flower. Do not plant outdoors until danger of frost is past, and they must be watered in dry weather.

We are very sure that the strain of seed we are offering is the best to be had. It comes in two colors. We find the demand calls for about two-thirds orange and one-third lemon.

Orange and **Lemon** at 25c per trade pkt.; \$1.00 per oz.

IMPROVED ALASKA DAISY

As cut flower growers, we have found the Shasta Daisy one of the most important outdoor items we grow. We have tried out numerous strains under various names. We find the frilled or irregular petaled type quite worthless for this purpose, once planting an acre of such a type, known as Lothian Belle, to find when it got in flower that it was not wanted.

Several years ago we happened across a California seed grower with a strain of the true Alaska type—small center and long petals, and we have since been using this stock with

such satisfaction that we feel confident in offering seed of it to our customers. While this Daisy is hardy, we find they rarely survive the third season in our latitude, particularly if the location is not well drained. The grower who retails or supplies a market should have a supply of these coming on. They can be started at any time during the summer and planted outdoors or during late winter and planted early in the spring and will bloom late in June.

Trade packet, 50c; **Oz.**, \$2.00.